



Why SMEs Need Talent Positioning Intelligence

The Reality

- SMEs compete with stronger-known brands for the same talent
- Candidates judge employers before applying, often silently
- Offer rejections and low application quality stem from unclear positioning

The Hidden Advantage

Talent Positioning Intelligence reveals how your organisation is perceived by the market, what your target talent values most, and how to position your roles to attract higher-quality candidates.

It complements your EVP by ensuring your message aligns with candidate motivations and competitor realities.

When done right, it:

- ✓ Clarifies what truly attracts your target talent segment
- ✓ Sharpens messaging for each role, team or skill domain
- ✓ Differentiates you in competitive talent markets

The Missed Opportunity

Most candidates choose employers based on perceived fit long before salary or title.

Without insight into what your target talent values most, your open roles blend into the noise and the right people never engage.

How We Help

At Recruitment Collective, we:

1. **Analyse** – Map competitor EVP, messaging, and value propositions
2. **Profile** – Identify target talent motivators and decision drivers
3. **Position** – Build evidence-backed positioning recommendations
4. **Guide** – Advise on narrative, tone, differentiators and attraction angle

Result: a clear, evidence-backed understanding of how to position your roles to attract the people you want, increasing relevance, quality and engagement.

Your Next Step

If you want your messaging to truly resonate with the talent you're targeting, our Talent Positioning Intelligence service ensures you speak the language candidates respond to.